

April 1, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N. W., Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

RE: CS Docket No. 97-55, FCC 97-34

We are writing as members of the Cook Elementary PTA in Fort Smith, Arkansas to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Medical Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements by the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity), and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Name Carol L. Montgomery  
Address 2118 So Atlanta  
City/State/Zip Fort Smith, AR 72901

Name Cami Stancil  
Address 8605 S. 35 Terrace  
City/State/Zip Fr. Smith, AR 72908

Name Bev Adams  
Address #20 Candlestick  
City/State/Zip Fr. Smith AR 72908

Name Pam Shaffer  
Address 13403 So. Treece Rd.  
City/State/Zip Fr. Smith, AR 72916

Name Jean Bucher  
Address 2712 Fianna Cui  
City/State/Zip Fort Smith, Ark. 72908

Name Thao Pham  
Address 2909 Briar Cliff  
City/State/Zip FS AR 72908

Name Nary Karmes  
Address 10508 Meandering Ct.  
City/State/Zip Fort Smith, AR 72903

Name Missy Bramlett  
Address 6209 Asa Craig Rd.  
City/State/Zip Greenwood, AR 72936

2707 Canterbury St. DOCKET FILE COPY ORIGINAL  
Euless, TX 76039  
April 2, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commisioners:

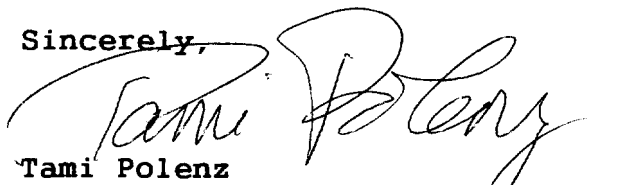
RE: CS Docket No. 97-55, FCC 97-34

If you raise the temperature of the bath water one degree every minute, at what point does the bather scream? Prime time television, continues to raise the temperature on a nightly basis, and it is time for parents to scream. Our children are continually being bombarded with programming that is unsuitable for our children.

The current Telecommunications Act of 1996 does not adequately inform (or should I say "warn") parents of the language, violence or sexual content of programs. A liberal TV industry is not whom I want determining rating for shows. Previewing all programs prior to our children viewing them is not feasible in most homes. Therefore, a system independent of the liberal TV industry, and also including parent input is necessary. Also a rating system that only informs for less than a minute, is of little use. Not every parent views the brief moment, crammed between several minutes of commercials, the rating icon appears on the screen.

The FCC should not approve the industry's rating system, or any rating system that does not include content information about programs, such as "V" for violence, "S" for sexual depiction and nudity, and "L" for language. The system should appear frequently, if not always. And the system must be independent of the industry and include parents. Please stop the temperature - what's next!?

Sincerely,



Tami Polenz  
Member of Bear Creek Elementary  
Grapevine-Colleyville ISD  
Euless, TX

April 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commissioners  
c/o Federal communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

**RE: CS DOCKET NO. 97-55, FCC 97-34**

I am writing on behalf of the National PTA and the Westside High School PTA in Augusta, GA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the PTA, *U.S. News and World Report*, and Media studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV listings is useless..

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

- \* That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about the programs such as V(for violence), S(for sexual depiction and nudity) and L(for adult language);
- \* That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- \* That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the program;

Thank you for this opportunity to comment on an issue so important to children.

Sincerely,



Marge Swartzwelder  
3359 Sugar Mill Rd.  
Augusta, GA 30907

DOCKET FILE COPY ORIGINAL

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am (we are) writing on behalf of the National PTA and the Va. Beach Early Childhood PTA (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Cindi Jones  
801 Stacey Place  
Va. Beach, VA 23464  
(757) 478-2442

March 21, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

**RE: CS Docket No. 97-55, FCC 97-34**

Dear Chairman Hundt and Commissioners:

I am writing on behalf of the National PTA and the Coles Elementary School PTA of Manassas, Virginia, Unit #029653, to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. New and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirement of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Mr. & Mrs. Robert G. Fiolato*  
*8039 Stillbrooke Road*  
*Manassas, VA. 20112-4603*

DANA COCHRAN

P. O. Box 122  
Bramwell, WV 24715

Telephone 304-248-8243  
Fax 304-248-7142

DOCKET FILE COPY ORIGINAL

April 3, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Re: CS Docket No. 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

I am writing as a concerned parent to express opposition to the current TV rating system. The rating symbol on the TV screen does not provide adequate content information so parents can make informed decisions regarding appropriate programming for our children. The proposed rating guide is cumbersome and vague and offers virtually no practical guide for viewers to determine content. Any rating system without content descriptions is useless.

Since the FCC is the agency which approves any ratings system, I request the following:

- \* That the FCC only approve a rating system that would include content information such as V (violence), AL (adult language), SC (sexual content), etc.;
- \* That the rating board be made up of parents, with some advisory members from the industry and the FCC; and
- \* That any rating system approved by the FCC include evaluation by independent research to verify that it has met viewers' needs.

Thank you for accepting comments on an issue that is of such concern to American families.

Sincerely,



Dana Cochran

cc Joan Dykstra, President  
National PTA

April 2, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 'M' Street N.W., Rm. 222  
Washington, D.C. 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am writing on behalf of the PTA membership at Thomas Page School (in Cotati, California), and as a public school teacher here in Sonoma County to express opposition to the V-chip rating system presented by Jack Valenti, Chair of the TV Rating Implementation Group. The rating symbol currently being used on TV programs does not provide enough information for parents about the content of the programs. Parents need a rating system that indicated the specific content information so that they can make informed decisions about which shows are appropriate for their children. Any rating system without content descriptions on the screen or publicized in newspapers and magazines is insufficient.

We do not believe that the industry's rating system has met the requirements of the Telecommunications Act of 1996 and we request the following:

1. That the FCC not approve the industry rating and should accept no rating system that does not include content information about programs, such as violence, sex and nudity, obscene language or scary content;
2. That the FCC require a V-chip band broad enough to allow parents to receive more than one rating system;
3. That the rating icon on the TV screen appear more frequently during the course of a program;
4. That the rating board be independent of the industry and the FCC and that it include parents; and
5. That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for the chance to comment on an issue so important to children and families.

Sincerely,



Toni Reynolds  
11 Pine Tree Circle  
Cotati, CA 94931

April 2, 1997

Mr. Reed Hundt  
Office of the Secretary  
1919 M Street  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Mr. Hundt,

I appreciate the move toward TV ratings and am writing to you about the age-based rating system proposed by the television industry. Though this proposed system is helpful, I support more fully the content-based rating system supported by the National PTA.

As I contemplate the various sides of this issue, I realize that the purpose of the PTA is to foster better relationships between my children, their teachers, our schools and myself. Due to their interest in children, the PTA supports ideas that improve the lives of children and their parents. They are also a non-profit organization.

The television industry is wise to offer a rating system. By doing so they appear to be agreeable and helpful. They may also avoid legislation that would require a rating system more uncomfortable than what they propose. However, the television industry is in the business to entertain, not to protect and their rating system is self-serving.

A rating system that advises watchers of violence, sexual content, nudity and inappropriate language would hold the industry more responsible for what they offer, when, and to whom.

Much of what I see on television is sub-standard when compared to the values I have set for my home and family. A content-based rating system would be more appropriate for parents who feel the way I do.

Sincerely,



Regan Shelby  
4318 Lynne Lane  
Salt Lake City, UT 84124



April 2, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commissions  
1919 M Street N.W. , Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

Re: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the South Dakota State PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, the following is requested:

1. That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
2. That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
3. That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
4. That the rating board be independent of the industry and the FCC and that it include parents; and
5. That any rating system approved by the FCC be evaluated by independent reasearch to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Kris Feehan  
4808 West main  
Rapid City, SD 57702

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M. Street N.W. Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

RE: CS DOCKET NO. 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

I am writing on behalf of the National PTA and the Colerain Elementary PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. World and News Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- \* That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity), and L (for language);
- \* That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- \* That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- \* That the rating board be independent of the industry and the FCC and that it include parents; and
- \* That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Kimberly M. Wade*  
*9879 Kittywood Dr.*  
*Cincinnati, OH 45252*

*April 3, 1997*

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

We are writing on behalf of the National PTA and the Brooks School PTA to voice our opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate the overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any ratings system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- ⇒ That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for adult language);
- ⇒ That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- ⇒ That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- ⇒ That the rating board be independent of the industry and the FCC and that it include parents;
- ⇒ That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents; and
- ⇒ **That any commercial or network advertisement being made during a program air to coincide with the program content guidelines.**

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Brooks School PTA  
212 Nemasket Street  
New Bedford, MA 02740

Susan E. Meserve  
Maria J. LaRosa  
Myria Almeida  
(Allen) Medeiros

Adelaide Ventura  
Kimberly Dauplais  
Jacqueline L. Edwards  
Michael P. Pashen  
Bill Young  
Family Theater

Joyce Hebert  
Cherie Senya  
Bruno Poch  
Roberta Renet  
Helen Baguin  
Lestie Lamarche  
Lale E. Hudson  
Helen E. Wade

# UTAH CONGRESS OF PARENTS AND TEACHERS, INC.

Utah PTA  
1037 East South Temple  
Salt Lake City, Utah 84102

*Celebrating Every Child*

Linda M. Parkinson, President

Phone: (801) 359-3875  
(800) 246-3875  
FAX: (801) 537-7827

DOCKET FILE COPY ORIGINAL

March 31, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, D. C. 20554

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

We represent parents, children and families in the State of Utah and we are writing this letter of opposition in response to the v-chip rating system in its current form as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997.

We do not believe the v-chip rating system meets the requirements of the Telecommunications Act of 1996.

Many professional surveys have been taken among parents. The results show the following:

- ◆ Parents want the system to be based on content not age.
- ◆ Parents want to be the ones who choose what is appropriate for their family.
- ◆ Parents want a rating system that contains categories for language (L), sex (S), and violence (V) with appropriate icon symbols as part of the visual rating system.
- ◆ Parents want a written explanation of the rating system adjacent to the television schedule in papers and magazines.
- ◆ Parents want an independent board not associated with the media industry to make the criteria for the rating system.
- ◆ Parents want to be represented on the rating system board. These parents should not represent any other group. They should reflect the needs and desires of parents only.
- ◆ Parents want the icon symbol to remain on the screen for the entire program.
- ◆ Parents want commercials to be rated also with the same application as listed above.
- ◆ Parents want appropriate advertising to be shown during family and children's programs.
- ◆ Parents want a printed evaluation report of the rating system compiled by an independent group so that the system reflects the needs and desires of parents.

Thank you for letting us express the messages that the parents we represent are concerned about.

Sincerely,



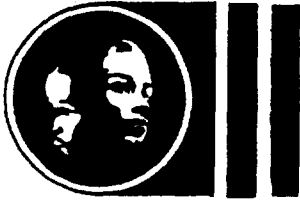
Carolyn L. Visser  
Family Life Commissioner, Utah PTA



Linda Plouzek  
Safety and Welfare Commissioner, Utah PTA

kmb

CS 97-85



**BLACK  
CHILD  
DEVELOPMENT  
INSTITUTE,  
CHICAGO AFFILIATE**

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FCC MAIL ROOM

APR - 7 1997

FILED

Mr. William F. Canton  
Acting Secretary  
Federal Communications Commission  
Room 222  
1919 M Street, N.W.  
Washington D.C. 20554

Dear Mr. Canton:

As an Affiliate of the National Black Child Development Institute, I am in support of urging the Federal Communications Commission to rule the TV Parental Guidelines unacceptable. The proposal by the National Association of Broadcasters, the National Cable Television Association, and the Motion Picture Association of America does not protect the parental choice and empowerment guarantees provided by the Telecommunications Act of 1996.

The legislation clearly states that parents should be provided with "timely information about the nature of upcoming video programming" in order to be empowered to choose appropriate programming for their children. The TV Parental Guidelines do not comply fully with the spirit or letter of that provision.

Examples of my concern include:

- The system does not rate program content sufficiently.
- The icon appears too briefly (15 seconds) before the start of the program. It can be easily missed.
- Television listings are not obligated to publish the rating system.
- Commercials advertising television programs which are unadvisable for children can be aired during programs which are suitable for children.
- Local stations can opt to change or not feature a rating, which also infringes on parent's right to have reliable and timely ratings information.
- The Oversight Monitoring Board established to review the guidelines on a regular basis entirely consists of representatives from the broadcast, cable, and creative sectors. Child and parent advocates are not represented.

As President of the Chicago Affiliate and a child advocate, I care deeply about the rating system and hope that the FCC will take my concerns under advisement.

Sincerely,

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**Southeast  
Children's  
Fund**

FCC MAIL ROOM

CS 97-85

APR 7 1997

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RECEIVED

4224 6th Street SE, Suite 200 \* Washington, D.C. 20032 \* (202) 564-5736

Frances J. Rollins, President

3/31/97

Mr. William F. Caton  
Acting Secretary  
Federal Communications Commission  
Room 222  
1919 M Street, N.W.  
Washington, D.C. 20554

Dear Mr. Caton:

I join the National Black Child Development Institute in urging the Federal Communications Commission to rule the TV Parental Guidelines unacceptable. The proposal by the National Association of Broadcasters, the National Cable Television Association, and the Motion Picture Association of America does not protect the parental choice and empowerment guarantees provided by the Telecommunications Act of 1996.

The legislation clearly states that parents should be provided with "timely information about the nature of upcoming video programming" in order to be empowered to choose appropriate programming for their children. The TV Parental Guidelines do not comply fully with the spirit or letter of that provision.

Specifically, I have six examples that validate my concern. First, the system does not rate program content sufficiently. Parents need to know the degree of a program's sexual, violence, and language content to make informed decisions about what their children watch. Second, the rating icon appears too briefly (15 seconds) before the start of a program. Parents easily can miss it. Third, television listings are not obligated to publish the rating system. As a result, parents will not have a reliable source of advance ratings information. Fourth, commercials advertising television programs which are unadvisable for children can be aired during programs which are suitable for children. That oversight potentially exposes children to harmful programming. Fifth, local stations can opt to change or not feature a rating, which also infringes on a parent's right to have reliable and timely ratings information. Finally, the Oversight Monitoring Board established to review the guidelines on a regular basis entirely consists of representatives from the broadcast, cable, and creative sectors. Child and parent advocates are not represented.

As a (parent, child advocate, etc.), I care deeply about the rating system and hope that the FCC will take my concerns under advisement.

Sincerely,

*Frances J. Rollins*

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**E. Roy Bixby PTA**

---

Fischer Ave.  
Bogota, NJ 07603

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N. W. Room 222  
Washington DC 20554

April 2, 1997

Dear Chairman Hundt and Commissioners:

I am writing on behalf of the National PTA, the New Jersey State PTA and our local unit, the E. Roy Bixby PTA, regarding my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997.

The rating symbol that we see on our TV screens does not provide sufficient content information so that we, as parents, can make decisions about what is appropriate TV programming for our children.

I would ask that the FCC not approve the industry's rating system as is. I believe that the FCC **only** accept a rating system that includes content information about programs, such as V (violence), S (sexual depiction and nudity), and L (language).

In addition, I believe it would be a good idea to enlarge the size of the rating icon on the TV screen and to display it more prominently as well as more frequently, especially during the first few minutes of the program.

Thank you for your careful consideration of this issue.

Sincerely,

Cathy O'Neil  
135 Central Ave  
Bogota, NJ 07603

No. of Copies rec'd \_\_\_\_\_  
List ABCDE \_\_\_\_\_

**E. Roy Bixby PTA**

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Fischer Ave.  
Bogota, NJ 07603

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N. W. Room 222  
Washington DC 20554

April 2, 1997

Dear Chairman Hundt and Commissioners:

I am writing on behalf of the National PTA, the New Jersey State PTA and our local unit, the E. Roy Bixby PTA, regarding my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997.

The rating symbol that we see on our TV screens does not provide sufficient content information so that we, as parents, can make decisions about what is appropriate TV programming for our children.

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Thank you for your careful consideration of this issue.

Sincerely,

LIZ O'BRIEN  
154 MAPLEWOOD AVE  
BOGOTA, NJ



**E. Roy Bixby PTA**

Fischer Ave.  
Bogota, NJ 07603

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N. W. Room 222  
Washington DC 20554

April 2, 1997

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Sincerely,

*Gyane Montemurro*

*116 Chestnut Ave  
Bogota, N.J. 07603*

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Sincerely,

Robin Pieratti  
210 Walnut Ave.  
Bogota, N J 07603

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Sincerely,

*Kathleen Jancy*  
*121 Furrow Ave.*  
*Bogota, NJ 07603*

**E. Roy Bixby PTA**

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Bogota, NJ 07603

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167 Cypress Ave  
Bogota, NJ, 07603

**E. Roy Bixby PTA**

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Sincerely,

Sharon Albina  
175 Cypress Ave  
Bogota, NJ 07603

**E. Roy Bixby PTA**

Fischer Ave.  
Bogota, NJ 07603

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Sincerely,

*Janette Luciano*  
109 Linwood Ave.  
Bogota, NJ 07603

**E. Roy Bixby PTA**

Fischer Ave.  
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*Robert Hester*  
166 Walnut Ave  
Bogota NJ 07603

**E. Roy Bixby PTA**

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Sincerely,

*Unita Viana*  
34 Oakwood Ave.  
Bogota, NJ 07603



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*Andy Marano*  
*135 Oakwood Ave*  
*Bogota, NJ*